



**MURRAY**

**V.6/03**

## MURRAY CITY IDENTITY

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**MURRAY**



**MURRAY**

**CENTENNIAL**

## INTRODUCTION

Murray has always had more to offer: a More convenient location. More independent services. A More accessible government. And as we enter into our second century, Murray is adding even More unity to our story with a new visual identity.

The Murray brand combines the rich heritage of our community with its inherently progressive nature—but more importantly, it creates a symbol which universally represents the city. The new logo replaces a diverse array of symbols that were previously used; the overall look and feel unites all areas of city government under one powerful and sophisticated image.

The Murray brand not only enhances the image of our city, it also serves to immediately identify it. Its effectiveness depends on proper and uniform usage on everything from a business card to the door of a fire truck to the literature that is sent throughout the country representing our city.



Welcome to Murray. Welcome to Murray.

#### MESSAGE FROM THE MAYOR

Graphic identity is an important part of an organization. A logo or corporate symbol represents the people and products of an organization as well as the reputation it has achieved.

The “Circle M” is now Murray City’s official logo and corporate symbol. This change is the result of the desire to develop a single, unified graphic identity for the City to replace the many different logos used throughout the organization. The design was developed through the work of the Murray City Identity Committee.

The guidelines in this manual are intended to assure consistent quality in the application of the new Murray logo. Proper usage of the identity will promote Murray’s image as the unique, well-integrated city that we are.

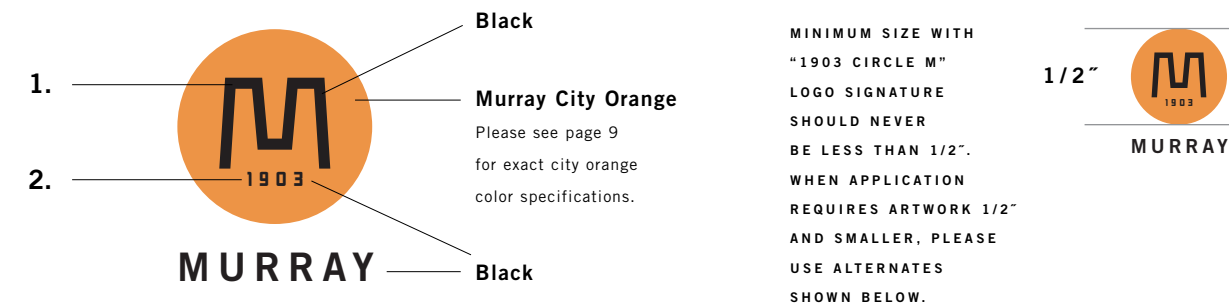
Display of the logo according to these standards will promote the City’s image of several services under one umbrella. I ask for the cooperation and active support of all City staff for the new graphic identity program outlined in this manual.

*Daniel C. Snarr, Mayor*

JUNE 2002

# General City Logo Signature

The “Circle M” mark is the graphic representation of Murray City Corporation. It serves as a quick signal to identify the city and its many services. It was designed to be distinctive, to give the viewer a feeling of stability and independence. The unique shape of the “M” gets its roots from the smokestacks that identified Murray’s skyline for nearly a century; the treatment is simplified to characterize the strength, pride and progressiveness which is indicative of Murray City.



## ELEMENTS

The “Circle M” mark is comprised of two graphic elements:

1. The new Murray “M”.
2. The icon beneath it. (The year 1903—the year the city was incorporated—is used for the general city and Mayor’s office logos).

Different icons are used to represent individual city departments within a consistent graphic umbrella. These icons and their uses will be discussed on following pages.

## COLOR

The Murray City logo should be reproduced in the two specified colors when possible. If Murray City Orange is not available as a spot color for your particular application, please use the all black signature to represent the city. Never use different colors than specified for this logo.

All reproductions of the Murray City mark in any medium (regardless of icon) should be made directly from reproduction art from the Murray City web site. To maintain quality, do not copy the logo from other sources. Attach color swatches to all projects for careful visual matching.

## SIZE

The “1903” icon within the Murray City general mark becomes too small to read when the Circle M is smaller than 1/2” in diameter. Although the full Circle M mark with the 1903 icon is preferred, please use one of the alternates shown here when reproduction requires artwork 1/2” and smaller.

Two colors may be used when printing the mark 1/2” and smaller, however, use black to surprint (overprint) the orange to avoid registration problems. Otherwise, please use single color black.



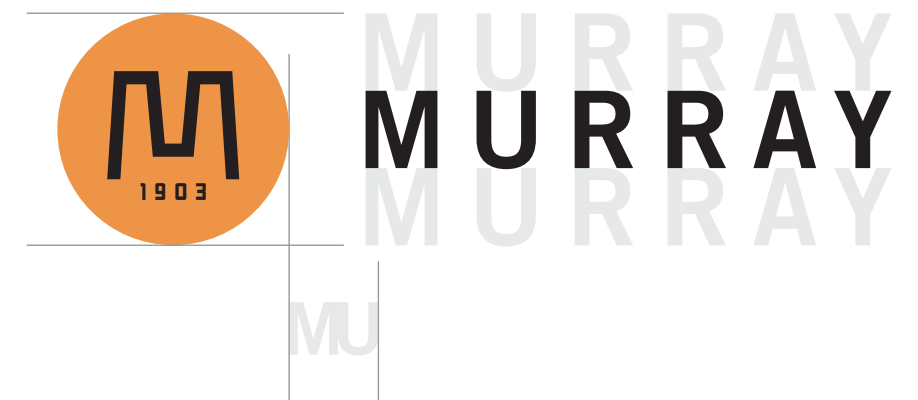
# Construction



## THE SIGNATURE

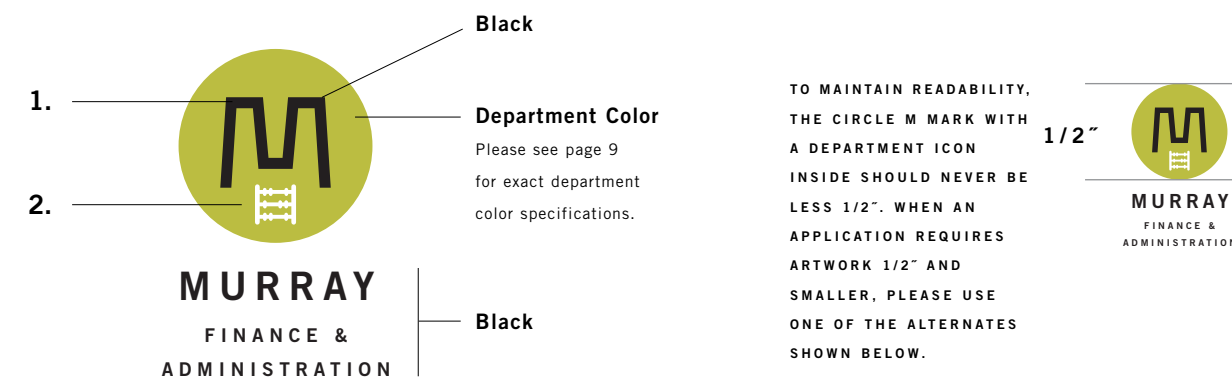
The Murray City logo signature consists of the “Circle M” mark with its two elements and the “Murray” logotype (the print beneath the logo). There are two formats for the signature—vertical and horizontal. Different visual circumstances will determine the use of the vertical or horizontal logo format. Please use your best judgment and allow the necessary clear space as outlined on page 8.

There will be rare occasions when the “Circle M” mark may be used alone without the Murray logotype. (i.e. embroidery). Please use utmost discretion when breaking the signature.



# City Department Logo Signatures

Murray City is unique for the number of services it provides—and for the independence these services maintain. This independence is preserved in the way city departments and offices are communicated within the Murray brand. In lieu of the general logo’s “1903” element, a unique icon has been selected to identify each department or office. These serve to quickly convey the roles and responsibilities within the city.



## ELEMENTS

Just like the general Murray City mark, the Murray City department marks are comprised of two graphic elements:

1. The new Murray “M”.
2. The department icon beneath it.

Unique icons are used to represent individual departments. See pages 6-7 for the entire icon family.

## COLOR

The Murray City department logos (except for the Police, Fire, and Power departments) require two colors—a spot color and black. Police, Fire, and Power do not have a black Murray “M” and print in one color. The full color version should be used whenever possible. If the specified colors are not available for your project, please use the all black signature to represent the department.

All reproductions of Murray department marks should be made directly from reproduction art from the Murray City web site. To maintain quality, do not copy the logo from other sources. Attach color swatches to all projects for careful visual matching of Murray department colors.

## SIZE

The icons within Murray City Department logo marks become too small to read when the Circle M is less than 1/2” in diameter. Although the full Circle M mark with an icon inside is preferred, when reproduction requires artwork 1/2” and smaller, use one of the alternates here.

Two color printing may be used for marks 1/2” and smaller, however, use black to surprint (overprint) the color to avoid registration problems. Otherwise, please use single color black.

ONE-COLOR DEPARTMENT LOGOS FOR SMALL ARTWORK APPLICATIONS; HORIZONTAL AND VERTICAL.

THESE ALLOW SPACE FOR A LARGER ICON.



THE “FINANCE & ADMINISTRATION” DEPARTMENT IS USED AS AN EXAMPLE HERE. THESE GUIDELINES APPLY TO ALL CITY DEPARTMENT MARKS & SIGNATURES.

# Construction



# City Groups / Logo Signatures

## GROUP ONE

These departments and offices represent the governing branches of Murray City Corporation. They include the Mayor’s Office, City Council, the City Attorneys, and the City Court. The icons that represent each are shown here at right.

The color for the marks in Group 1 is Murray City Gray.

FOR EXACT COLOR SPECIFICATIONS FOR THESE MARKS AND SIGNATURES, PLEASE SEE PAGE 9.



MURRAY  
OFFICE OF  
THE MAYOR



MURRAY  
CITY  
COUNCIL



MURRAY  
CITY  
ATTORNEYS



MURRAY  
MUNICIPAL  
JUSTICE COURT

## GROUP TWO

Departments seen most frequently by the public, Parks and Recreation and Public Services, are represented by the following icons.

The color for the marks in Group 2 is Murray City Light Orange.



MURRAY  
PARKS &  
RECREATION



MURRAY  
PUBLIC  
SERVICES



MURRAY  
INFORMATION  
SYSTEMS



MURRAY  
CITY  
RECORDER

## GROUP THREE

The following departments primarily interact internally in the city: MIS, City Recorder, Finance and Administration, Economic Development, Treasurer, and Human Resources.

The color for the marks in Group 3 is Murray City Green.



MURRAY  
FINANCE &  
ADMINISTRATION



MURRAY  
ECONOMIC  
DEVELOPMENT



MURRAY  
CITY  
TREASURER



MURRAY  
HUMAN  
RESOURCES

# Color Specific City Logo Signatures

## GROUP FOUR

While these departments frequently interact with the public, their services already have some inherent color identifiers. For instance, red is immediately associated with the Fire Department, deep slate blue with Police Department, and electric blue with the Power Department.

## USAGE GUIDELINES

THE MARKS FOR THESE DEPARTMENTS FOLLOW THE SAME GUIDELINES AS THE OTHER CITY DEPARTMENT MARKS AND SIGNATURES (SEE PAGE 5).

BECAUSE OF THE INTENSE VALUES OF THESE COLORS, THE MURRAY "M" ALWAYS APPEARS REVERSED IN WHITE.



**MURRAY**  
FIRE  
DEPARTMENT



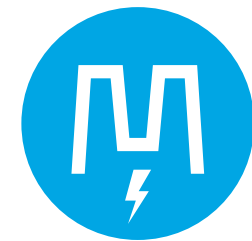
**MURRAY**  
FIRE DEPARTMENT



**MURRAY**  
POLICE  
DEPARTMENT



**MURRAY**  
POLICE DEPARTMENT



**MURRAY**  
CITY  
POWER



**MURRAY**  
CITY POWER

## CENTENNIAL LOGO

A mark commemorating Murray City's Centennial year has been developed specifically for centennial events, committees, and other related communications. The color for the Centennial mark is Murray Centennial Yellow.

FOR EXACT COLOR SPECIFICATIONS FOR THESE MARKS AND SIGNATURES, PLEASE SEE PAGE 9.



**MURRAY**  
CENTENNIAL



**MURRAY**  
CENTENNIAL



**MURRAY**  
CENTENNIAL



**MURRAY**  
CENTENNIAL



# Typefaces

## TRADE GOTHIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5

## FOURNIER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5

TRADE GOTHIC — **HEADLINE**  
Bold Two or Gothic

HEADLINE

TRADE GOTHIC — **SUBHEAD**  
Bold Two

This represents body copy that is set in Fournier. It is preferred for body copy in printed pieces.

TRADE GOTHIC — Trade Gothic is also acceptable for body copy, especially if there are concerns about the type reversing out of a color or if it is to be read on a computer monitor.  
Roman

FOURNIER ITALIC — *Fournier Italic can be used for call-outs, quotes, items of interest, etc. It is nice to have set aside from your Regular text columns or inset in the body copy. Leading and size will depend on column width and the attention it needs to demand.*

FOURNIER EXPERT — Fournier Expert can be used for call-outs, quotes, items of interest, etc. as well.

The corporate type faces for Murray City are Fournier MT and Trade Gothic. Please use your best judgment when combining faces, styles, and weights.

Trade Gothic is intended for primary use—headlines, publication titles, etc. (Roman, *Roman Italic*, and **Bold Two**—make up Murray’s basic sans serif set.)

Fournier should be used as a support typeface for body copy. (Regular, *Regular Italic*, and REGULAR EXPERT make up Murray’s basic serif set.)

To maintain consistency throughout city publications, you should always use these official fonts on official documents and materials which will be in circulation for 3 months or longer.

Do not expand or use other fonts beyond this basic set unless you have a good working knowledge of type and understanding of space relationships.

## SUBSTITUTION FONTS

If you are working on a PC that does not have these fonts, please substitute the following only:

Arial for Trade Gothic

Times New Roman for Fournier MT

Because the Web does not yet allow for consistent font display, please make these same font substitutions when publishing on the web.

## PURCHASING FONTS

Trade Gothic

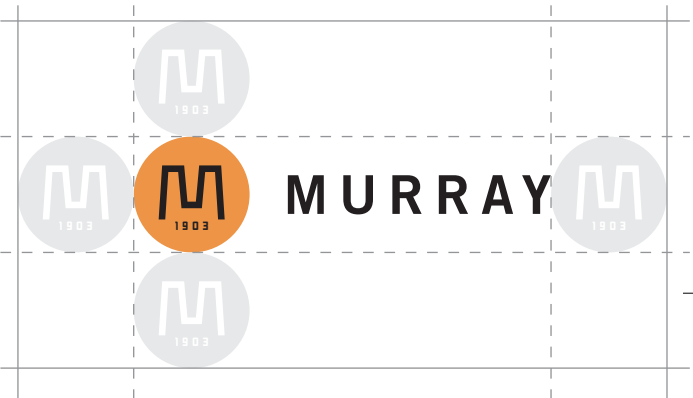
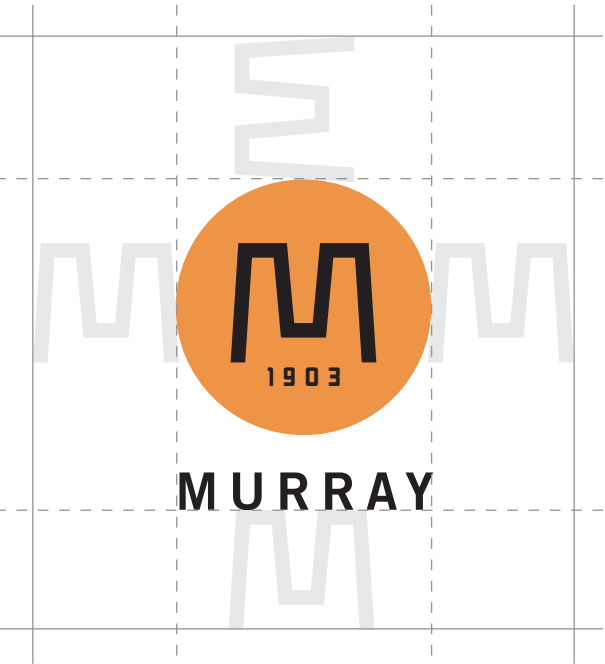
Fournier MT

Both of these fonts are available from the Adobe Type Library  
1-800-294-1724  
[www.adobe.com/type](http://www.adobe.com/type)

# Signature Clear Space / Margins

## CLEAR SPACE

As the most important element of our city identity program, the Murray City mark and/or signature must always be surrounded by a minimum amount of clear space. This maintains the mark’s visual integrity. It should never be crowded by other elements such as text, titles, or other symbols or logotypes.



THE LINES CONTAINING THE SIGNATURE AND MARK INDICATE THE AREA THAT MUST BE KEPT CLEAR OF ANY OTHER VISUAL ELEMENTS.

## NOTE:

There may be occasions when the logo/signature application will not fit these guidelines. Please use your best judgment and allow as much “breathing room” as possible when encroaching on these basic measurements.



# City Color Palette

## COATED PMS (SPOT) COLORS

GENERAL CITY COLORS	<div>130 2X 130 2X</div>	<div>144 144 1X ALT</div>	WHEN BUDGET ALLOWS, USE THE DOUBLE HIT OF PMS 130 FOR THE BEST CITY ORANGE	<div>Black 304</div>	BLACK CAN BE USED AS A SECOND COLOR FOR ALL DEPARTMENTS	<div>609 609</div>	CITY CENTENNIAL COLOR, TO BE USED PRIOR TO & THROUGH 2003
DEPARTMENT SPECIFIC COLORS	FIRE DEPARTMENT	<div>1797</div>	POLICE DEPARTMENT	<div>7546</div>	CITY POWER	<div>2925</div>	
GENERAL CITY DEPARTMENTS	MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEYS CITY COURT	<div>429 429</div>	PARKS & REC PUBLIC SERVICES	<div>142 142</div>	FINANCE & ADMN ECONOMIC DEVLPMNT CITY TREASURER HUMAN RSRCS INFO SYSTEMS RECORDERS OFFC	<div>383 383</div>	

## PROCESS (CMYK) COLORS

GENERAL CITY COLORS	<div>C- 0 M- 61 Y- 97 K- 0</div>	BEST IF USED AS A SUPPORTED BLACK WITH 50% OF THE OTHER 3 PROCESS COLORS.	<div>C- 50 M- 50 Y- 50 K- 100</div>	NEVER USE A SUPPORTED BLACK (MIX) IN SMALL TEXT OR BODY COPY.	<div>C- 0 M- 0 Y- 46 K- 6</div>	CITY CENTENNIAL COLOR, TO BE USED PRIOR TO & THROUGH 2003
DEPARTMENT SPECIFIC COLORS	FIRE DEPARTMENT	<div>C- 0 M- 97 Y- 100 K- 0</div>	POLICE DEPARTMENT	<div>C- 25 M- 2 Y- 0 K- 63</div>	CITY POWER	<div>C- 80 M- 25 Y- 0 K- 0</div>
GENERAL CITY DEPARTMENTS	MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEYS CITY COURT	<div>C- 3 M- 0 Y- 0 K- 32</div>	PARKS & REC PUBLIC SERVICES	<div>C- 0 M- 32 Y- 80 K- 0</div>	FINANCE & ADMN ECONOMIC DEVLPMNT CITY TREASURER HUMAN RSRCS INFO SYSTEMS RECORDERS OFFC	<div>C- 20 M- 0 Y- 100 K- 19</div>

/THE COLOR BOXES WITH A CUT CORNER DENOTE A CHANGE IN PMS NUMBER FROM COATED TO UNCOATED./

## UNCOATED PMS (SPOT) COLORS

GENERAL CITY COLORS	<div>130 2X 130 2X</div>	<div>144 144 1X ALT</div>	WHEN BUDGET ALLOWS, USE THE DOUBLE HIT OF PMS 130 FOR THE BEST CITY ORANGE	<div>Black 304</div>	BLACK CAN BE USED AS A SECOND COLOR FOR ALL DEPARTMENTS	<div>610 610</div>	CITY CENTENNIAL COLOR, TO BE USED PRIOR TO & THROUGH 2003
DEPARTMENT SPECIFIC COLORS	FIRE DEPARTMENT	<div>485 2X BEST RED IF BUDGET ALLOWS 2 HITS.</div>	POLICE DEPARTMENT	<div>1795 1795 1X ALT</div>	FIRE DEPARTMENT	<div>546</div>	CITY POWER
GENERAL CITY DEPARTMENTS	MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEYS CITY COURT	<div>428 428</div>	PARKS & REC PUBLIC SERVICES	<div>129 129</div>	FINANCE & ADMN ECONOMIC DEVLPMNT CITY TREASURER HUMAN RSRCS INFO SYSTEMS RECORDERS OFFC	<div>397 397</div>	

## RGB COLORS

GENERAL CITY COLORS	<div>R- 245 G- 128 B- 37</div>	<div>R- 0 G- 0 B- 0</div>	BLACK CAN BE USED AS A SECOND COLOR FOR ALL DEPARTMENTS	<div>R- 246 G- 235 B- 154</div>	CITY CENTENNIAL COLOR, TO BE USED PRIOR TO & THROUGH 2003
DEPARTMENT SPECIFIC COLORS	FIRE DEPARTMENT	<div>R- 238 G- 53 B- 36</div>	POLICE DEPARTMENT	<div>R- 66 G- 89 B- 104</div>	CITY POWER
GENERAL CITY DEPARTMENTS	MAYOR'S OFFICE CITY COUNCIL CITY ATTORNEYS CITY COURT	<div>R- 176 G- 183 B- 188</div>	PARKS & REC PUBLIC SERVICES	<div>R- 252 G- 173 B- 22</div>	FINANCE & ADMN ECONOMIC DEVLPMNT CITY TREASURER HUMAN RSRCS INFO SYSTEMS RECORDERS OFFC

# Logo Do's    General City logo

PLEASE USE YOUR BEST JUDGMENT WHEN CHOOSING BOTH THE LOGO FORMAT AND APPROPRIATE BACKGROUND VARIATION FOR THE GENERAL AND DEPARTMENT MARKS.

Do use the logo in either of these formats. Correct, consistent use gives Murray City a brandable identity.

The logo should be used in either the Murray City Orange (specs on page 9) and black, or all black.

Do use the logo in two colors—black and Murray City orange. Versions in the top row are strongly recommended.

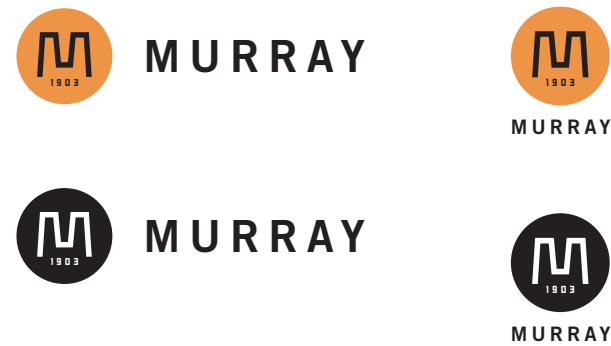
The other variations are acceptable when circumstances require them.

THE GENERAL MURRAY CITY MARK SHOULD BE USED:

1. WHEN REPRESENTING MURRAY CITY AS A WHOLE.
2. IN COMMUNICATIONS NOT COMING DIRECTLY FROM ONE PARTICULAR DEPARTMENT.

ALL DEPARTMENTS AND ORGANIZATIONS MUST HAVE SPECIFIC APPROVAL FROM THE MAYOR'S OFFICE TO USE THIS LOGO.

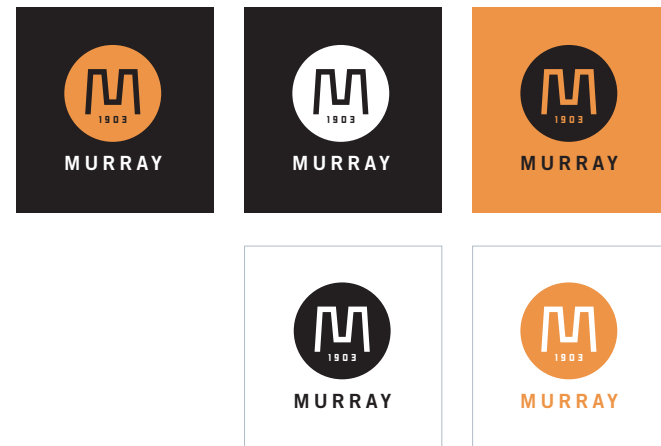
Do feel free to place the logo on a photograph. Be careful to place it in a spot that will not compete with or hinder the logo. It should provide enough contrast to make the logo stand out.



RECOMMENDED



ACCEPTABLE



# Logo Do's    City Department Logos

Do use a department logo in either of these formats. Correct, consistent use gives your department a brandable identity.

Each logo should be used with its assigned Murray City department color (specs on page 9) and black, or all black.



## City Department Logo Usage Groups 1-3

### Group 1: Murray Gray

THESE DEPARTMENTS AND OFFICES REPRESENT THE GOVERNING BRANCHES OF MURRAY CITY CORPORATION. THEY INCLUDE THE MAYOR'S OFFICE, CITY COUNCIL, CITY ATTORNEYS, AND MUNICIPAL JUSTICE COURT.

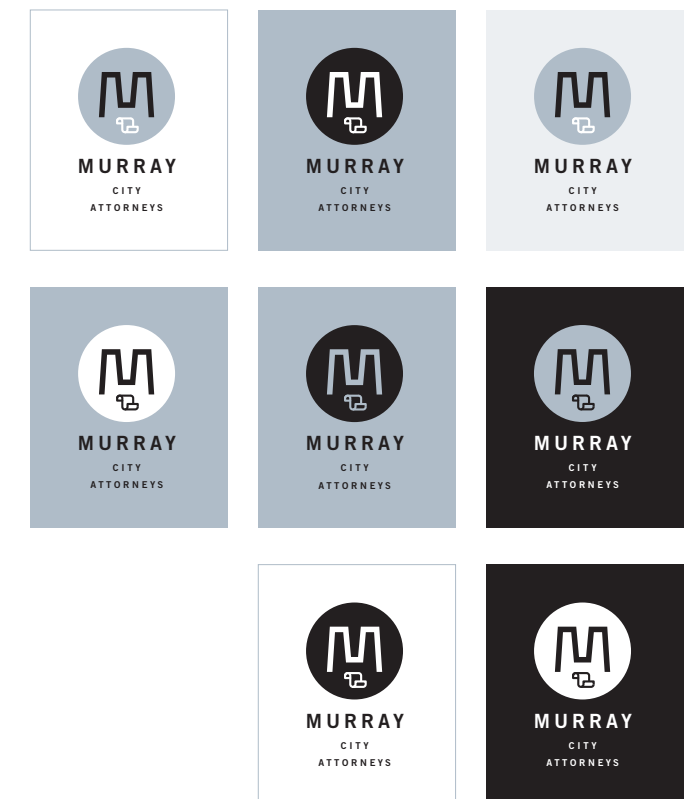
Do use the logo in two colors: Black and Murray City Gray.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right should be a 20% tint of the city gray. Exact color specifications are found on page 9.

Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.

MARK / BACKGROUND OPTIONS SHOWN HERE APPLY TO ALL DEPARTMENTS OF GROUP 1 IN VERTICAL AND HORIZONTAL FORMAT.



City Department Logo Usage *cont.*

Groups 1-3

Group 2: Murray Light Orange

DEPARTMENTS SEEN MOST FREQUENTLY BY THE PUBLIC: PARKS & RECREATION AND PUBLIC SERVICES SHOULD BE THIS COLOR.

Do use the logo in two colors: Black and Murray City Light Orange.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right should be a 10% tint of Murray City Light Orange. Exact color specifications are found on page 9.

Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.

Group 3: Murray Green

THE FOLLOWING DEPARTMENTS PRIMARILY INTERACT INTERNALLY IN THE CITY: MIS, CITY RECORDER, FINANCE & ADMINISTRATION, ECONOMIC DEVELOPMENT, TREASURER, AND HUMAN RESOURCES.

Do use the logo in two colors: Black and Murray City Green.

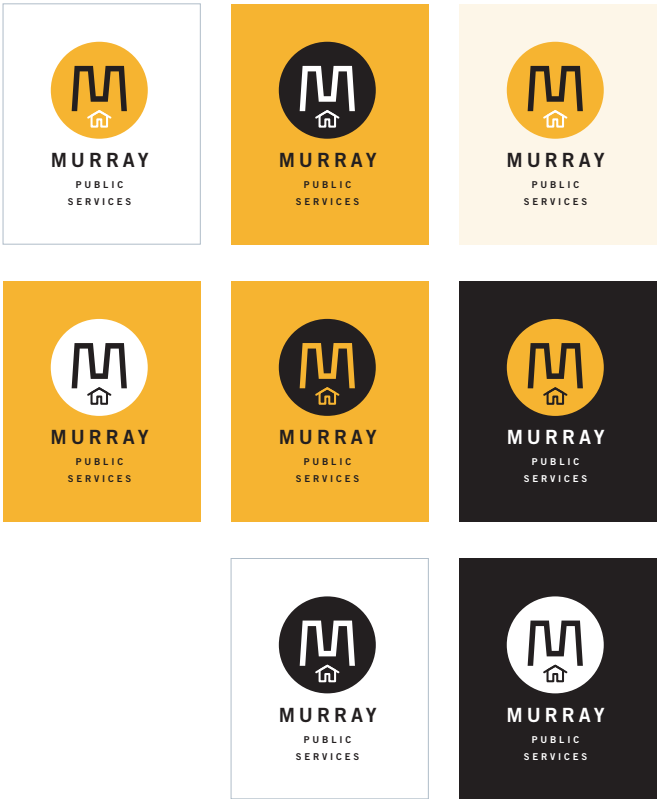
Variations in the top row are strongly recommended. The background tint shown in the top row on the right should be a 20% tint of the city green. Exact color specifications are found on page 9.

Do print all blacks at 100%.

The other variations are acceptable when circumstances require them.

UNLIKE CITY GRAY AND CITY LIGHT ORANGE, CITY GREEN PROVIDES ENOUGH CONTRAST TO REVERSE THE M IN WHITE WHEN NECESSARY.

APPLY TO ALL DEPARTMENTS OF GROUP 2.



APPLY TO ALL DEPARTMENTS OF GROUP 3.



City Department Logo Usage *cont.*

Group 4, Color Specific

WHILE THESE DEPARTMENTS FREQUENTLY INTERACT WITH THE PUBLIC, THEIR SERVICES ALREADY HAVE SOME INHERENT COLOR IDENTIFIERS. BECAUSE OF THEIR INTENSITY, THESE COLORS DO NOT REQUIRE THE MURRAY M TO BE SURPRINTED IN BLACK. THE M IS REVERSED OUT OF THE COLOR IN WHITE.

Group 4: Murray Red Fire Dept.

Do use the logo in two colors: Black and Murray City Red.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right and middle row in the center should be a 10% tint of black. (Do not use a 10% tint of red—the resulting pink is much too wimpy for the Fire Dept.)

Do print all blacks at 100%.

The other variations are acceptable when circumstances require them.

Group 4: City Slate Blue, Police Dept.

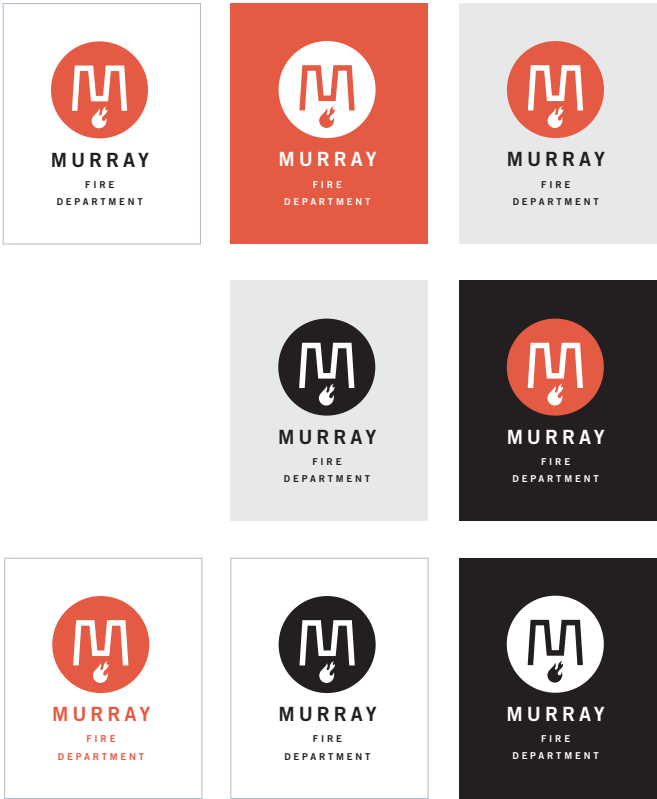
Do use the logo in two colors: Black and Murray City Slate Blue.

Variations in the top row are strongly recommended. The background tint shown in the top row on the right and middle row in the center should be a 20% tint of the city slate blue. Exact color specifications are found on page 9.

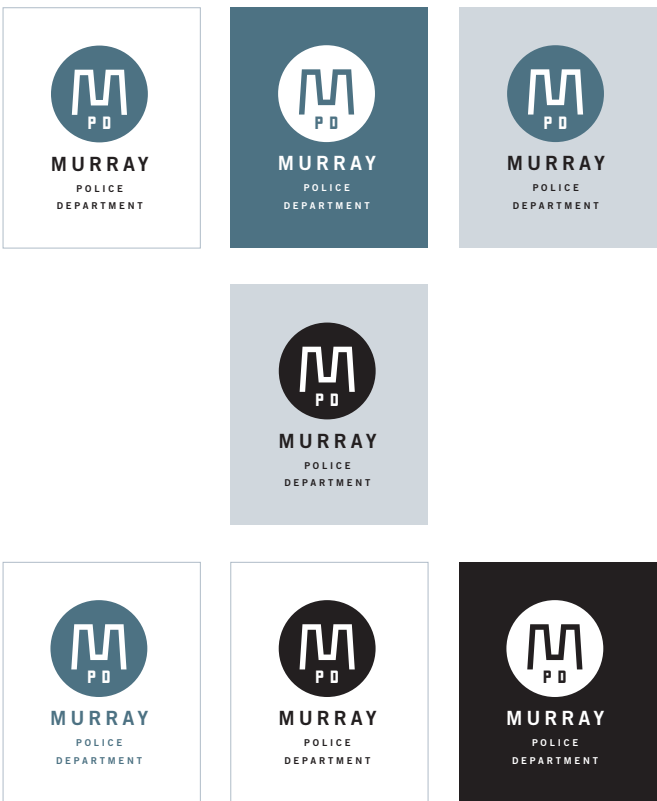
Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.

APPLY TO GROUP 4 — FIRE DEPARTMENT



APPLY TO GROUP 4 — POLICE DEPARTMENT



# City Department Logo Usage *cont.*

## Group 4, Color Specific

### Group 4: Murray Power Blue, Power Dept.

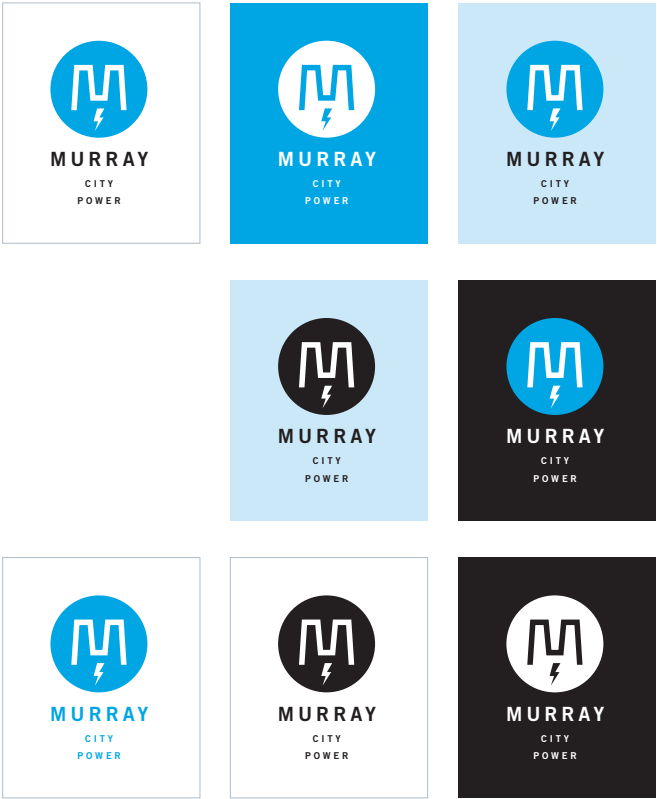
Do use the logo in two colors: Black and Murray City Power Blue.

The variations in the top row are strongly recommended. The background tint shown in the top row on the right and middle row in the center should be a 20% tint of the city blue. Exact color specifications are found on page 9.

Do print all blacks at 100%.

The other variations shown here are acceptable when circumstances require them.

APPLY TO GROUP 4 — CITY POWER



## Logo Dont's

All versions of department logos are not equal—some will not reproduce well on certain backgrounds due to contrast, saturation, and readability.

Do not use mark variations or backgrounds that are not shown in this guide.

Those acceptable variations shown in this guide have been determined to be the most readable because of their contrast and saturation.

While there are 8 colors in the Murray City color palette, each is intended for use with a particular mark and department. They should not be swapped.



# Logo Dont's *cont.*

Do not “mix-and-match” department colors.

Do not use your department color as a background color and substitute another color for the mark. Only use variations as described in this guide.

Do not substitute any other colors for specified department colors—in the mark or the type. If a specified spot color is not available, use the black version of the logo.

Do not alter logo configuration.

Do not alter the size relationships between the “Circle M” and logotype. If a smaller logo is required, please use one of the alternates provided.

Do not place any city or department logos over patterns.

Do not outline marks or type.

Do not use any city or department logos as a “watermark” or background pattern.

Do not place the logo on a photograph or illustration if this hinders the legibility of the logo. Use the logo variation that provides the best contrast and readability.

Do not change the “Circle M” mark in any way. This would be bad. Very bad.

Other “bad, very bad” alterations of the mark include, but are not limited to: new “M” shapes, shaded logos, and spinning 3-D metallic versions which may or may not be on fire. The Murray City identity is friendly and approachable. Keep this in mind and your projects will be friendly and approachable, too.

APPLY TO GROUP 4 — CITY POWER





## Formal Stationery - Letterhead

Formal stationery which is printed in each department's color must be ordered from the City Recorder's Office.

## Usage

To reduce waste and contain costs, formal stationery should be used for official correspondence. Bulk or internal communications should be written using Stationery Templates (see following pages).

See the Stationery Template section for margin, spacing and font details.

You may wish to “test print” your document using the Stationery Templates to eliminate wasted formal letterhead.

content. This information is reserved for the cover sheet on formal letterhead pages.

Use the same margins and spacing for composing your document on second sheets.

For cost-saving purposes, large quantities of the formal stationery have been printed as “shells” — color pages that include each department’s name and logo, but **do NOT** include any names of officials, phone numbers or addresses. Formal stationery must be customized through the Recorder’s Office (see below).

For correspondence and documents requiring more than one page, use the blank “second sheets” also available from the Recorder’s Office. These sheets are of the same paper as the formal letterhead. **Do NOT** print the department logo and custom information on the second sheets as part of your

**Do NOT** create your own layout for city or department letterhead or templates. Use only what has been provided to you.

## Customization

The formal stationery must be customized in one of the following formats:

OPTION A:	OPTION B:	OPTION C:
Mayor's Name, Title	Division Name	Phone number, Fax number
Department Head Name, Title	Phone number, Fax number	
Phone number, Fax number		Address
	Address	
Address		

Orders for customized formal letterhead are handled through the City Recorder's Office. Provide the information for one of the options above; the Recorder's Office will have your information professionally printed on the formal stationery.

**Do NOT** obtain blank letterhead shells and print customized information yourself. A specific template has been provided to our printer partners which will maintain consistency among all department's stationery.

Letterhead *cont.*

Name/Number Imprinting

2 3/4"

5/8"

17/32"

MURRAY CITY CORPORATION  
FINANCE & ADMINISTRATION

Daniel C. Snarr, Mayor  
Don Whetzel, Director  
801-264-2606 FAX 801-264-2517

Month 00, 0000

John Doe  
Some Big Company  
1234 That Street  
Anytown, ST 12345

Dear John:

This is the body of the letter...

Name and Number

7pt, Trade Gothic (Gothic)

In Illustrator

Tracking: +50  
Leading/Linespacing: 16.6

Murray City Municipal Building 5025 South State Street P.O. Box 57520 Murray, Utah 84157-0520

1/2"

Address Imprinting

6.75 pt, Trade Gothic (Gothic)  
6-7 spaces (spacebar) between information sections  
Centered on the page, and set on a 1/2" Baseline

# Formal Stationery - Envelopes

Formal envelopes have been printed with each department’s logo and color. All formal envelopes are printed with the Murray City Municipal Building mailing address in case of returned mail.

## Usage

Formal envelopes should be used for formal and official correspondence.

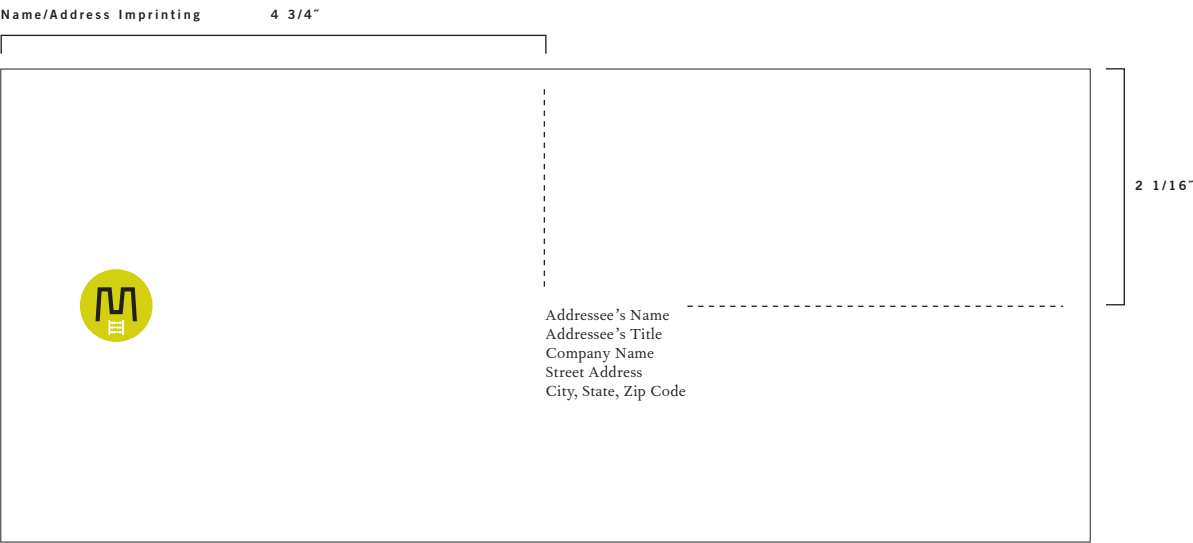
They should not be used for internal and bulk mailings.

Utilize the official Murray City fonts when printing mailing addresses on envelopes:

Fournier or Times New Roman (preferred)  
TradeGothic or Arial (alternate)

## Obtaining Formal Envelopes

Envelopes may be ordered through the City Recorder’s Office. No customization is required.



# Formal Stationery - Business Cards

Business cards in each department’s logo and color are available for order from the City Recorder’s Office.

## Obtaining Business Cards

For cost-saving purposes, business cards have been printed as color “shells” — blank cards which include the city name, department name and logo, and a colored bar in which some customized information will appear.

## Usage

The business card is designed to fit the following information. You need not print every line if it does not apply to you.

Name, Title  
E-mail  
Phone, Fax, Cell  
Address (location and/or mailing)

Orders for business cards are handled through the City Recorder’s Office. Provide the information desired; the Recorder’s Office will have your business cards professionally printed in the quantity you desire.

**Do NOT** obtain blank business card shells and print customized information yourself. A specific template has been provided to our printer partners which will maintain consistency among all department’s business cards.



Stationery Templates

For less official and internal communications, a template has been developed in WordPerfect which is consistent with the formal letterhead.

Usage

The stationery template will be printed in black and white from your own printer. It should be your more commonly used method for printing internal correspondence and documents.

Working with the template

A variety of templates have been designed and have been installed on computers according to department needs. The use of department templates is determined by the department head; he or she can address any questions about accessing the department template.

Each template includes the department’s logo, name and contact information.

Do NOT modify this information in the template; it does not allow for changes within the WordPerfect application.

Each template is set up with appropriate margins, line spacing and fonts. If for some reason these preferences do not appear, use the following guidelines.

MARGINS: The following margins correctly align your text with the stationery design and are preferred when using the stationery template:

Top 2” (this allows for your text to begin within the colored area if you are printing on formal stationery)

Left 1.5” (your left margin should line up with the department name above)

Right 1” (this may be slightly modified if needed for space)

Bottom 1” (This allows enough room for the address)

Fonts: The preferred font for Murray correspondence is Fournier. If your computer does not have Fournier, use Times New Roman.

Selecting “Murray Font” in your Styles window will set spacing and fonts appropriately.

FOURNIER

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz12345

Stationery Template cont.





# General Paper Applications

## Usage

Get the appropriate logo from the Murray City Web site (use vector file, not a GIF or JPEG).

Vendor can also obtain the logo type they need from the web site.

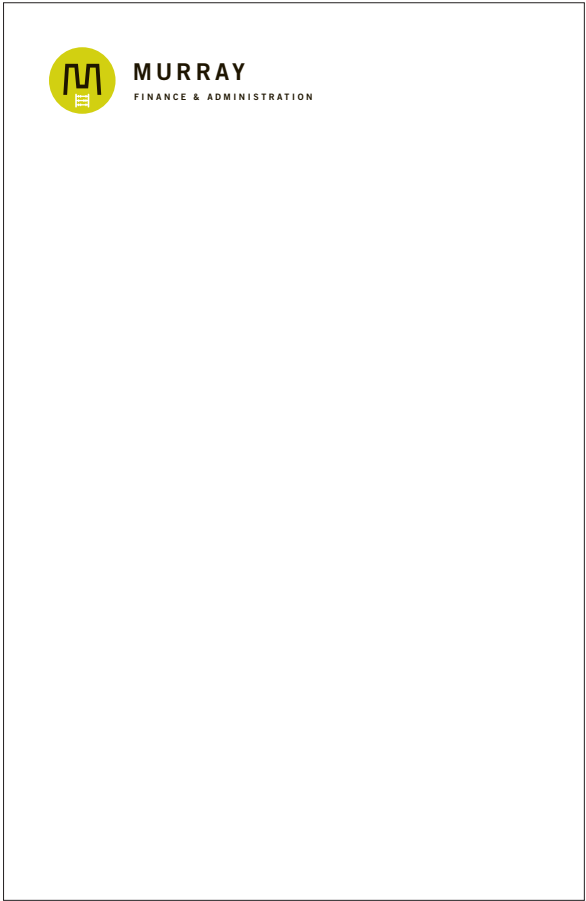
Use the General Style Guide for guidelines on placement, clear-space, color, and size.

As a general rule, the logo should be centered on the cover of cards, notes, etc. or placed in the upper left hand corner. Paper products using the logo should be considered an extension of the city and department stationery. If the logo is to be used in conjunction with a writing area—i.e. a notepad or sticky notes—it should appear in the upper left hand corner. If it is to be used as a cover or stand alone image, it should be centered with the appropriate size and spacing from the edges.

Be sure that the Circle M is not smaller than 1/2” or you will need to use the logo version with two side-by-side circles.

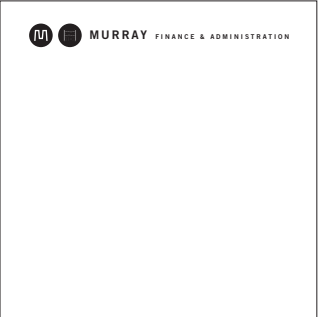
The logo should only be printed in black or in the department’s official city color.

NOTEPAD EXAMPLE



THANK YOU CARD EXAMPLE

STICKY NOTE EXAMPLE



# Apparel

## T-shirts and other screened items

The screening vendor may obtain the logo file type needed from the Murray City web site.

The logo may only be printed in black, white, or the department’s specific color. Be sure to specify the ink color with your vendor and refer to the Coated PMS color specifications in the Murray City Logo style guide.

Be sure to select a shirt (or other background) with a color that provides sufficient contrast for the logo. The logo printing and the background should not clash.

White is the recommended background for best production of any logo.



## Embroidered shirts and other items

The embroidery vendor may obtain the logo file type needed from the Murray City web site.

The logo may only be embroidered in black, white, or the department’s specific color. Be sure to specify the PMS color with your vendor for the thread and refer to the Coated PMS color specifications in the Murray City Logo style guide.

Be sure to select a shirt (or other background) with a color that provides sufficient contrast for the logo. The logo embroidery and the background should not clash.

White is the recommended background for best production of any logo.

For golf shirts, embroider the Circle M logo on the chest pocket area at 1-1/2” diameter and the department name on the left sleeve at approximately 1/4” high. This allows for better readability of the department name in embroidery.

On long-sleeve shirts, embroider the circle on the chest pocket area and the department name on the left cuff.



Jackets may be embroidered as described for the long-sleeve shirts. Or, embroider the full logo on the back of the jacket, centered and directly underneath the collar.

# Fire & Police — Special Logo Applications

The Fire and Police Departments have certain representations of their logos (shown on the following pages) which are required by unique needs and positions of these particular departments:

- There are universal traditions inherent to Police and Fire departments everywhere which are not associated with other city departments. (For example, the Maltese Cross and badge shapes.)
- Fire and Police distinguish themselves from other city departments with a different level of civic authority.
- Both have militaristic-style organizations in which rank and symbolic identifiers are intrinsically important.
- While both departments are clearly part of Murray City (conveyed through the use of the M and city colors and consistent usage of logo on printed materials), the public associate these departments with a different level of authority.
- The uniforms and vehicles are community symbols of protection -- they should be identifiably different from other public employees and vehicles such as Parks and Rec., Power, etc.
- The patch and decal designs are primarily reserved for these public displays of authority (vehicles, uniforms, etc.) The official Fire and Police logos are used on departmental communications. (i.e. The logos are used on stationery, business cards, flyers, newsletters, etc. The patches/decals are used on equipment, uniforms, hats, etc.)

## Fire Emblem — Usage

A specific emblem for the Fire Department has been developed to incorporate the traditional Maltese Cross used universally by fire departments.

This emblem may be used for public displays of the department’s authority (patches, uniforms, hats, decals, etc.) but should have the approval of the Fire Chief.

The color specifications must be followed on the emblem; do not substitute other colors or background patterns.

The emblem will be used for uniform patches as shown.

A simplified variation of the emblem should be used for embroidery on golf shirts.

The emblem for vehicle decals is shown and should be used with the vinyl or paint colors specified.

### Polo Shirt Chest Embroidery

The embroidery for polo shirts should be placed on the left chest of shirts. Follow the color scheme above and use the original files provided to the Fire Chief and Creative Graphics. Be sure to select embroidery threads that match the specified PMS colors as closely as possible.

### Shoulder Patch

To embroider the uniform patch, select a twill fabric matching or close to pantone red (PMS 1797 coated) as a background fabric for the full shape of patch. The other patch colors are stitched on top of this red background; the cross is stitched in a slightly darker red for a subtle change between the two reds. Only use the original files for creating this patch; files have been provided to the Fire Chief or may be obtained from AND.

POLO SHIRT CHEST EMBROIDERY  
(NOT SHOWN TO SCALE)



SHOULDER PATCH



### FIRE TRUCK DECALS

This file is set up in 6 layers, starting with black at the bottom and with white at the top. These vinyl colors are selected from 3M Scotchcal films. The following list shows the numbers found underneath the vinyl strips which correspond to that color. Do not attempt to re-create this design; use the original files which have been provided to the Fire Chief and MC Signworks.



- BLACK - (220/225-12)
- WHITE REFLECTIVE - (280-10)
- RED - (230-33)
- YELLOW - (230-015)
- MATTE WHITE - (220/225-20)

IF YOU HAVE ANY QUESTIONS, please call A N D at 801.328.3875

# Police Applications

## Usage

Two specific applications for the Police Department, a patch and vehicle design, have been developed to meet specific department needs. Both designs reflect the color palette and typography of Murray City and the Murray Police Department.

### Shoulder Patch & Rocker

The Police patch will be used on Police uniforms. It may be used for other displays of police authority (i.e. hats, jackets, etc.) but must have the approval of the Police Chief.

Patch “rockers” may be added to a uniform to specify Animal Control, Crossing Guard, and Cadet.

The color specifications must be followed on the patches; do not substitute other colors.

### Police Vehicles

The Police vehicle design has been provided to MC Signworks and should be produced only from the original file to maintain typographic standards.

“*Serving Since 1903*” may be added on lower passenger door panels. The type must be black, in TradeGothic, ( preferably Bold 2 ) and should not have quotation marks around it.

### Divisions — Vehicle ID

The Police divisions in need of vehicle identification should use the Police Circle M logo in slate blue (see vinyl color matching on next page), and substitute the division name for the words “Police Department.” For example, “Animal Control” or “Code Enforcement” would be replace “Police Department.” All lettering should be black vinyl, all capital letters, in TradeGothic Bold 2, as used in logo. Use the original logo configuration as a guide for size and placement.

### Police Motorcycles

Decals for Murray Police motorcycles have been prepared outside of Murray logo guidelines. While they are currently in use in conjunction with approved Police car decals, an official design within logo guidelines may be professionally developed in the future.

SHOULDER PATCH & ROCKER  
(NOT SHOWN TO SCALE)



POLICE VEHICLE DIVISION  
ID EXAMPLES



REFLECTIVE NIGHT SIGNATURE  
SHOWN BELOW



POLICE VEHICLE DECALS  
WHITE REFLECTIVE VINYL SHOWN GRAY



# Vinyl Applications

## Usage

For applications requiring the use of applied vinyl, the following colors correspond with official Murray colors:

ScotchCal 300 Series:

Murray Fire Red	=	Atomic Red
Murray Police Blue	=	Shadow Blue
Murray Light Orange	=	Chrome Yellow
Murray Power Blue	=	Sky Blue
Murray Orange	=	Bright Orange
Murray Gray	=	Medium Gray
Murray Green	=	This color must be screened onto vinyl; use PMS 383
Centennial Yellow	=	This color must be screened onto vinyl; use PMS 609

When creating logos from vinyl, the Circle M should appear in the color listed above. The icon within the Circle M should always be white. This may be achieved with a simple cutout of the icon if the vinyl is placed on a white background. If not, the icon must be added in white vinyl. Similarly, the M in the circle must appear white or black as specified in the department logo guidelines in the Murray Logo Style Guide.

IF YOU WOULD LIKE MORE  
INFORMATION AND/OR  
ARTWORK PLEASE CONTACT:

THE MURRAY CITY  
RECORDER'S OFFICE

**Phone:**

801-264-2660

**Fax:**

801-264-2618

[www.ci.murray.ut.us](http://www.ci.murray.ut.us)

Use of the logo in printed or electronic materials indicates your agreement to be bound by these standards. You may not alter the logo in any manner, including proportions, colors, elements, type, and so forth, or animate, morph, or otherwise distort its perspective or two-dimensional appearance.



**MURRAY**